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MEMORANDUM FOR: Director of Central Intelligence

THROUGH: Deputy Director (Plans)

SUBJECT: Sprague Committee; Draft Report on The Roles of Attributed and Unattributed Information and the Division of Responsibility between USIA and CIA, dated May 9, 1960

1. This memorandum suggests comments, which you might wish to use when subject report is discussed in the Sprague Committee's meeting on May 10.

2. The report as a whole strikes us as acceptable, i.e. its intent and conclusions do not appear to damage the interests of CIA, impede our propaganda operations, or the like. However, we do not consider the report as entirely satisfactory: it omits -- or does not answer conclusively -- questions which appear to be important in this context. Specifically, we believe that the report should deal more fully with the following problems:

- a. The Gray Treaty (referred to on p. 1) regulated jurisdictional disputes between USIA and CIA: this problem has dwindled to very minor proportions -- the need now is to assign positive responsibilities to USIA and to CIA, respectively. The report recognizes this need in its conclusions but does not appear to have gone into it in depth or to have made specific recommendations on this point.
- b. The report quotes the Jackson Committee's conclusion that "A much greater percentage of the information program should be unattributed" (p. 1), but it does not attempt to evaluate whether or to what extent this conclusion has been applied, whether the need for unattributed propaganda has grown or diminished in the intervening years -- in other words, it does not assess the magnitude or the urgency of the problem.
- c. The report's conclusions (p. 2) do not state the role of unattributed propaganda in realistic substantive terms of

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the current world situation, US Government objectives or the propaganda methods of World Communism.

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Some of these matters may, of course, be dealt with in other parts of the Committee's report or even in the body of the section under discussion, but in any case we believe that they should be given further treatment in the conclusions and recommendations on unattributed information activities.

3. The following suggestions are made in reference to the conclusions of the report:

- a. Conclusions 3 and 4 (p. 2) refer to credibility only in connection with overt propaganda and distinguish thereby between attributed and non-attributed propaganda: no propaganda, whether white, gray or black, is effective unless it is believed by the intended audience; the usefulness of attributed propaganda is not limited by its credibility but (a) by the irrational hostility of large parts of foreign nations towards US government policies and objectives, and (b) by the desire of the government to use materials and techniques in its propaganda for which it does not wish to assume formal responsibility.

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- c. The last two sentences of conclusion 11 (p. 6), beginning with "The ultimate objective is the creation" do not appear to be germane to a discussion of gray propaganda, but infringe upon general policy questions; it is suggested that they be eliminated.

4. The following suggestions are made in reference to the recommendations of the report:

- a. Recommendation 1 (p. 6) seems unrealistic because (1) credibility, as noted in para 3-a above, pertains

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equally to all types of propaganda, and (ii) the degree to which US Government propaganda can or should be attributed, does not depend upon credibility, but upon the world situation, the nature of US objectives and the obstacles encountered by our propaganda abroad.

- b. In recommendation 6 (p. 7) we consider the "Staff Note", referring to field investigations of proprietary projects, unacceptable on grounds of security and CIA control. It is recommended that this note be eliminated and the following phrase added to the second sentence: ".... with due regard being given to maintaining the security of CIA operations".
- c. The following additional sentence is suggested for recommendation 6. "This program should provide for consideration of, and assignment of responsibility for, unattributed information activities which are not being adequately covered and are important to the attainment of US objectives."

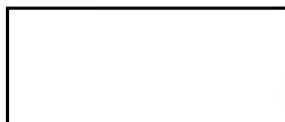


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